

I. AMENDMENTS TO THE CLAIMS

Claims 1 to 9. (Canceled)

Claim 10. (Currently Amended) An isolated transcription factor ~~or fragment thereof~~, wherein said transcription factor ~~or fragment thereof~~ is encoded by a nucleic acid molecule comprising a nucleic acid sequence having the nucleic acid sequence of SEQ ID NO: 1 or the complete complement thereof.

Claims 11 to 13. (Canceled)

Claim 14. (Previously Presented) A substantially purified nucleic acid molecule comprising a nucleic acid sequence having the nucleic acid sequence of SEQ ID NO: 1 or the complete complement thereof.

Claim 15. (Previously Presented) A substantially purified nucleic acid molecule, wherein said nucleic acid molecule comprises a nucleic acid sequence that shares between 100% and 90% sequence identity with SEQ ID NO: 1 or the complete complement thereof.

Claim 16. (Previously Presented) The substantially purified nucleic acid molecule of claim 15, wherein said nucleic acid sequence shares between 100% and 95% sequence identity with SEQ ID NO: 1 or the complete complement thereof.

Claim 17. (Previously Presented) The substantially purified nucleic acid molecule of claim 16, wherein said nucleic acid sequence shares between 100% and 98% sequence identity with SEQ ID NO: 1 or the complete complement thereof.

Claim 18. (Previously Presented) The substantially purified nucleic acid molecule of claim 17, wherein said nucleic acid sequence shares between 100% and 99% sequence identity with SEQ ID NO: 1 or the complete complement thereof.

Claims 19 and 20. (Canceled)

Claim 21. (Currently Amended) A recombinant nucleic acid construct comprising the ~~The isolated transcription factor or fragment thereof of claim 10, wherein said nucleic acid molecule comprising the nucleic acid sequence of SEQ ID NO: 1 or the complete complement thereof is within a recombinant nucleic acid construct.~~

Claim 22. (Canceled)

Claim 23. (Currently Amended) A recombinant nucleic acid construct comprising the ~~The substantially purified nucleic acid molecule of claim 14, wherein said nucleic acid molecule is within a recombinant nucleic acid construct.~~

Claim 24. (Currently Amended) A plant genome comprising the ~~The substantially purified nucleic acid molecule of claim 23 wherein said construct is inserted into a plant genome.~~